

# THE CITY OF CHULA VISTA

---



**Buff a Block**

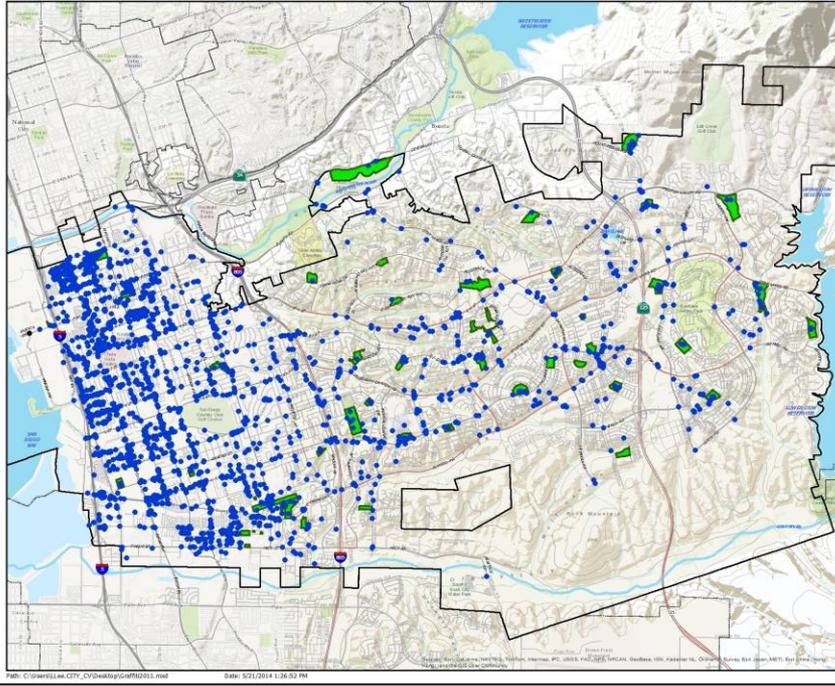
A stylized graphic of a road with red dashed lines curving to the right, positioned below the text "Buff a Block".

# GRAFFITI REMOVAL PROGRAM PRIOR TO BUDGET CUTS 2010-11

---

- ❑ City performed graffiti removal for Public and Private property - **Only public**
  - ❑ Staffing consisted of two 2-person crews and one Senior Public Works Specialist - **one hourly and one Senior Public Works Specialist**
  - ❑ On average, the Public Works Center received 50 service requests per week - **32 service requests per week**
  - ❑ On avg. 260,000 sq.ft of graffiti/year removed - **120,000 sq. ft**
  - ❑ Removed graffiti within the **48** hour removal ordinance C.V.M.C. 9.20 - **one to two weeks**
  - ❑ Total estimated cost = \$440,000 per year - **\$190,000**
  - ❑ **Graffiti Tracker**
-

CHULA VISTA- Graffiti July 1, 2010 to June 30, 2011

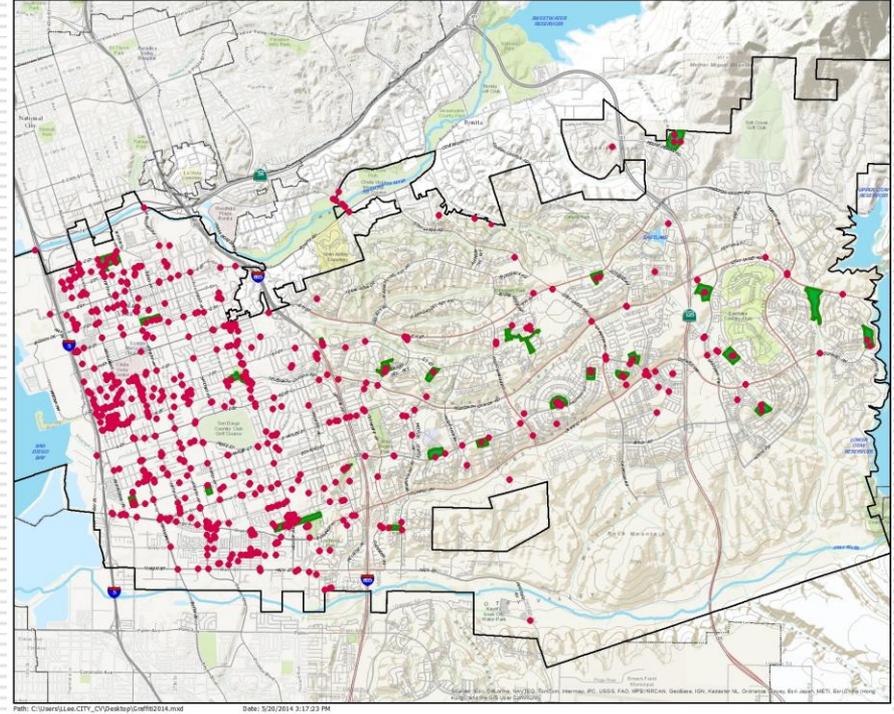


2660 Work Orders Completed  
2010-2011

583 Work Orders Completed  
2013- 5-21-14



CHULA VISTA- Graffiti July 1, 2013 to May 20, 2014



# CURRENT CITY GRAFFITI REMOVAL PROGRAM

## □ PUBLIC PROPERTY





# PRIVATE PROPERTY

---

- ❑ A notice is sent to resident/occupant/business requesting removal of graffiti.
- ❑ Utility company an email/phone call



# VOLUNTEER PROGRAM

## □ Buff-A-Block Program:

---

- Allow organizations, corporations, schools and residents to participate in enhancing city of Chula vista's neighborhoods and communities by removing graffiti and litter.
  - It is a group or an individual effort on behalf of residents to commit to "adopting" a particular location and ensuring it remains clean.
  - Is designed to be fun and educational, to promote civic responsibility, community spirit and to provide an opportunity to accomplish something positive.
  - Helps school children earn community service hours.
  - Locations can be on public or private property and can range from a single structure, or an area of one or multiple blocks.
  - Operates with minimum supervision from the public works department.
  - Provide all the recycle paint and supplies for volunteers and residents
-

# VOLUNTEER GROUPS

---

- Graffiti Busters – Rancho Del Rey Area - on going
  - South Bay Community Services – city wide – on going
  - Chula Vista Community Collaborative (Promotores and Teen Promotores – city wide
  - College Estates Civic Pride – Southwestern College area- on going
  - Church of Jesus Christ Latter-day Saints – city wide
  - Crested Butte Buff Blockers – on going
  - Chula Vista Promise Neighborhood
  - Chula Vista Explorers Group – on going
-

# Data Collected from Volunteer Groups 2013-2014

---

- ❑ Over 400 volunteers (combined)
  - ❑ Cleaned over 20,000 sq ft of graffiti
  - ❑ Cleaned over 1000 poles, signs and utility boxes
  - ❑ Spent over 1,200 hours cleaning
  - ❑ Saved the city over \$30,000
-

# Mormon Helping Hands

The Church of Jesus Christ of Latter-Day Saints



# Graffiti Busters - South Bay Family YMCA & YMCA Earth Youth Group

---



# Recruitment for Volunteers



Community  
Events

Neighborhood  
Watch Groups



Special Events

Group meetings

Schools

Church  
groups



---

**Questions?**

---